

Volume 13, Number 1

January
February 2008

FBID News

The Newsletter of the Fortuna Business Improvement District

On the back:

Movie Re-Cap

Online Goods and services Guide coming

Biz owner shares Customer Service Training Pt 2

Also:
2008
Event Calendar

*News, programs
and more
FortunaBusiness.com*

Spread the Word: Free workshop on business promotion Feb 21

Are you curious how some businesses get news coverage, when you feel almost invisible?

You can get more promotion for your business for free. It just takes a little time, information and luck.

FBID is bringing back our two-part workshop that helps you tell the world about your business starting with session 1 on February 21.

The workshop will be at 6:00 p.m. at the Monday Club building at 610 Main street.

We're calling session 1 "**Public relations for busy business owners**"- This will be just the basics

of communicating with the local media: Outlines for press releases, what is and isn't appropriate to send to the media, taking better photos and a contact list.

situation.

There will also be a discussion of how to identify what you are doing now that may be "news".

The session is free to Fortuna licensed businesses and will last no more than 90 minutes. You can sign up by phone or email: 725-9261 or

fbid@sunnyfortuna.com

*90 minutes to improve your
business visibility*

We'll also provide a release template that will help you organize your thoughts before sending then off to the press.

A panel of promoters and writers will give useful tips for promoting your business and a discussion at the end of the workshop can answer questions unique to your

FBID Board of Directors needs seventh member

Would you like to be part of the group of volunteers that direct promotion of Fortuna's business community, business recruitment marketing and community events? The FBID Board is short one member representing the business community "At Large".

For information on board service, what's involved and how you can apply, call David at 725-9261.

Kid's Daffodil Art for Your Windows

Fortuna's Daffodil show, put on by the Fortuna Garden Club, is March 22 and 23 at River Lodge.

Your business can brighten up for Spring and welcome visitors here for the show next month. FBID will have springtime art available for your shop

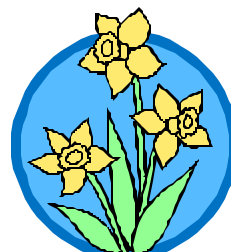
or office windows.

Fortuna area school children make 100's of pieces of daffodil art and other spring flower creations just for the event.

FBID volunteers will distribute art around March 10 - 12 and will pick up art after April 1.

Call David at 725-9261

or email
fbid@sunnyfortuna.com
to reserve artwork.



Kids' Holiday Movies attendance near 1000

Thank you to all the businesses that participated in 2007's Kids' Holiday Movies promotion, whether you handed out tickets, donated time and money or brought a child to the event.

The three movies, December 1, 8 & 15 broke all previous attendance records. Almost 700 children came to the three Saturday shows with another 300 adults accompanying young kids. Almost 100 participating businesses handed out 3000 special passes for the movies.

With the Fortuna Theater's new digital projection technology, the increased crowds were easy to handle. Each weekend an overflow of 50 to 100 children and chaperones watched the same film in a second screening room minutes after the first

show started.

The movies are a promotion of the business improvement district with some special help from the City of Fortuna. FBID receives free rent on our Monday Club building office from the City. The FBID Board designates that money and additional promotional funds to the movie promo.

Thanks also to the Fortuna Theater, manager Donnie Miner and his crew for an outstanding job accommodating everyone. Cheers to our popcorn sponsors Shelton's Auto Lube, Investor's Trust Mortgage Inc. and Wendt Construction for their tireless support. Finally, thank you to event volunteers Cheryl Nicholson, Elyzabeth Couch, Grant Bryant and FBID director Dianna Crow.



Almost 100 businesses gave out tickets for the holiday shows this year.

Online biz guide near completion

FBID helper may call you for category

A new online version of our "business to business" directory is near completion.

The guide categorizes all 680+ Fortuna businesses by their main trade or service. The online guide will allow businesses and the general public to search for services and product types in Fortuna on our website. The data collected will also be used for a new printing of the hard copy "Goods & Services Guide".

This month, Caitlin O'Rourke, our high school intern, may be calling you to get an initial category for your business. Thank you for helping her out!

Instructions in the next newsletter will show you how to change your category, add to a listing, add a website link from our site to yours, opt out of the list altogether and opt in to an email list for Fortuna business alerts.

After an accurate online guide is together, we will move towards a printed version.

2008 Event Calendar In Brief:

A quick look at the years' community events

March 22-23

DAFFODIL SHOW

River Lodge

Information: Dian Keesee 725-2281

June 7

CITYWIDE YARSALE

In Downtown Fortuna

Information: Glenn Reeves 725-7400

June 8

ART & WINE in the PARK

July 14-20

RODEO WEEK

July 18,19,20

FORTUNA RODEO

Information:

Shannon McWhorter 725-4465

www.FortunaRodeo.com

July 25,26,27

REDWOOD AUTOXPO

Information: Frank Hizer 725-3916

www.RedwoodAutoXpo.com

August 23

HOPS in HUMBOLDT

Information: David Reed 725-9261

October 4

APPLE HARVEST

FESTIVAL

Information: David Reed 725-9261

December 6, 13, 20

Kids' HOLIDAY MOVIES

December 4

REDWOOD VILLAGE

OPEN HOUSE

December TBA

DOWNTOWN OPEN

HOUSE

Updates 407-9494

December 10

CHRISTMAS HOME TOUR

Information: Fortuna Chamber 725-3959

December 12

ELECTRIC LIGHTED

PARADE

Information: Fortuna Chamber 725-3959

December 14

FORTUNA CHRISTMAS

MUSIC FESTIVAL

Information: Fortuna Chamber 725-3959

Retail Training: Spotting shoplifters

Patty Steed, owner of Bella Dona Salon on Main Street took professional training out of the area last Spring. While she was away, she worked part time for a major retailer and took customer service training there.

Steed wanted to share her notes on this training with her fellow Fortuna retail and service businesses. Part 2 is especially for retailers looking to spot shoplifting:

Shoplifting Red Flags

- * "Customer" comes in with large box. Box is actually bottomless and is placed on top of merchandise.
- * Oversized or loose clothes
- * Large pockets on clothing
- * Newspaper folded under arm - small items can be tucked into newspaper.
- * Unseasonable sweaters or coats
- * "Customer" focusing on where sales clerks are and not on the merchandise.
- * Multiple "Customers" come in together and immediately disperse.
- * Thieves want privacy - don't give it to them. Stay near.
- * Do not leave pricing guns unattended.
- * "Customer" comes in carrying fake presents.
- * Carrying bags from other area or mall.

Just like on TV, thieves require 3 things to shoplift:

- 1.) Need
- 2.) Motive
- 3.) Opportunity

We cannot control need and motive - but we can minimize the opportunity.

Courtesy: Patty Steed